ORDER

Orders Order / Rev: 683502 Alt Order #: 06142974 **Product Desc:** KAINE FOR SENATE **WUSA** Estimate: 11103 Flight Dates: 10/22/12 - 10/28/12 Primary AE: **Aaron Ashe** Original Date / Rev: 05/14/12 / 05/14/12 Sales Office: T-WAS Sales Region: NAT Order Type: **Political** Agency Name: Media Strategies & Research/ POL **Buying Contact:** Billing Type: Cash **Billing Contact:** Billing Calendar: **Broadcast** 11350 Randon Hills Road, Suite 670 Billing Cycle: EOM/EOC Fairfax, VA 22030 Agency Commission: 15% **Advertiser** Name: Kaine,T/D/Sen/VA A35+ Demographic: New Business Thru: **Product Codes: PL-US Senate** Order Separation: 00:15:00 Priority: P-5 Advertiser External ID: **Revenue Codes:** AGY, GEN, POL Agency External ID:

Bill Plan

Start Date	End Date	# Spots C	Pross Amount	Net Amount
10/01/12	10/28/12	83	\$129,750.00	\$110,287.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	83	\$129,750.00	\$110,287.50	0.00
Totals	83	\$129,750.00	\$110,287.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	23%	\$129,750.00
Market	100%	\$564,130.43

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$5,641.30
WDCA	1%	\$5,641.30
WJLA	19%	\$107,184.78
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$197,445.65
WTTG	21%	\$118,467.39
WWPX	0%	\$0.00

L	n Ch	Start	End	Inventory Code	Break	Start/End	l Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E	1 WUSA	10/22/12	10/26/12	5-6a 9 News @ 5a 9News @ 5a	a CM	5-6a	MTWTF	:30	5	\$450.00P-2	0.00 NM	5	\$2,250.00
	Star Week: 10/2		End Date 10/28/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
=					5	\$450.00	0.00					_	
E	2 WUSA	10/22/12	10/26/12	6-7a 9 News @ 6a 9News @ 6a	e CM	6-7a	MTWTF	:30	5	\$500.00P-2	0.00 NM	5	\$2,500.00
	<u>Star</u>	t Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
	Week: 10/2	22/12	10/28/12	MTWTF	5	\$500.00	0.00						

Print Date: 05/14/12 14:00:34

WUSA

Page 2 of 4

Order / Rev:

683502

Advertiser:

Kaine, T/D/Sen/VA

Alt Order #:

06142974

Product Desc:

KAINE FOR SENATE

Flight Dates:

10/22/12 - 10/28/12

Estimate:

11103

Ln Ch Rate Pri Rtg Type Spots Start End Inventory Code Break Start/End Time Days Len Spots Amount E 3 WUSA 10/22/12 10/26/12 CBS This Morning 7-9a :30 \$300.00P-2 0.00 NM \$1,500.00 CM MTWTE--**CBS This Morning End Date** Start Date Weekdays Spots/Week Rate Rating MTWTF--Week: 10/22/12 10/28/12 \$300.00 0.00 \$150.00P-3 E 4 WUSA 10/27/12 10/27/12 8-10a Sa CBS This Mori@M 8-10AM :30 0.00 NM ----5-1 \$150.00 **CBS This Morning: Saturday** Start Date **End Date** Weekdays Spots/Week Rate Ratino 10/28/12 ----5-\$150.00 Week: 10/22/12 0.00 E 5 WUSA 10/26/12 10/26/12 10-11a ----F--CM :30 \$200.00P-3 0.00 NM 10-11a 1 \$200.00 Let's Make a Deal **Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----F--\$200.00 0.00 СМ :30 2 \$375.00P-3 0.00 NM E 6 WUSA 10/23/12 10/25/12 Price Is Right 11a-12p -T-T---2 \$750.00 The Price is Right Start Date Spots/Week **End Date Weekdays** Rate Rating Week: 10/22/12 10/28/12 -T-T---\$375.00 0.00 E 7 WUSA 10/24/12 10/26/12 :30 \$300.00P-3 9 News @ Noon CM 12-1230P --W-F--2 0.00 NM 2 \$600.00 9 News @ Noon **Start Date End Date** Weekdays Spots/Week Rating Rate --W-F--0.00 Week: 10/22/12 10/28/12 \$300.00 \$400.00P-3 0.00 NM E 8 WUSA 10/22/12 10/23/12 DT CM 1230-3p MT----:30 2 2 \$800.00 (12:30 PM-3:00 PM) Soaps Start Date Weekdays Spots/Week Rating **End Date** Rate MT----10/28/12 \$400.00 Week: 10/22/12 0.00 E 9 WUSA 10/28/12 10/28/12 **CBS Sunday Morning** CM 9-1030a ----S :30 1 \$1,000.00P-3 0.00 NM \$1,000.00 **CBS Sunday Morning** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$1,000.00 0.00 E 10 WUSA 10/23/12 10/25/12 СМ :30 2 \$225.00P-3 0.00 NM 2 \$450.00 3-4n 3-4p -T-T---The Doctors **Start Date End Date** Weekdays Spcts/Week Rate Rating -T-T---\$225.00 Week: 10/22/12 10/28/12 0.00 :30 \$325.00P-3 0.00 NM E 11 WUSA 10/22/12 10/26/12 4-5p CM 4-5p M-W-F--3 3 \$975.00 Dr. Phil **Start Date End Date** Weekdays Spots/Week Rate Rating 10/28/12 M-W-F--Week: 10/22/12 3 \$325.00 0.00 MTWTF--E 12 WUSA 10/22/12 10/26/12 9 News @ 5p 5-6p :30 10 \$700.00P-2 0.00 NM CM 10 \$7,000.00 9 News @ 5p **Start Date End Date** Weekdays Spots/Week Rate Rating MTWTF--10/28/12 \$700.00 0.00 Week: 10/22/12 10 \$900.00P-2 E 13 WUSA 10/22/12 10/26/12 9 News @ 6p CM 6-630p MTWTF--:30 0.00 NM 5 \$4,500.00 9 News @ 6p **Start Date End Date** Weekdays Spots/Week Rate Rating MTWTF--\$900.00 Week: 10/22/12 10/28/12 5 0.00 E 14 WUSA 10/22/12 10/26/12 **CBS Evening News** CM 630-7p MTWTF--:30 5 \$3.500.00P-2 0.00 NM \$17,500,00 **CBS Evening News** Rating Start Date **End Date** Weekdays Spots/Week Rate MTWTF--Week: 10/22/12 10/28/12 \$3,500.00 0.00 5 E 15 WUSA 10/22/12 10/26/12 9 News Tonight 7p CM 7-730p MTWTF--:30 5 \$800.00P-2 0.00 NM 5 \$4,000.00 9 News Tonight 7p Weekdays **Start Date End Date** Spots/Week Rate Rating MTWTF--10/28/12 0.00 Week: 10/22/12 \$800.00 5 \$350.00P-2 E 16 WUSA 10/27/12 10/27/12 9 News @ 6p Sat CM Sat 6-630p ----S-:30 0.00 NM \$350.00 9 News @ 6p Sat **Start Date End Date** Weekdays Spots/Week Rating Rate 10/28/12 ----S-\$350.00 0.00 Week: 10/22/12 :30 \$600.00P-3 0.00 NM E 17 WUSA 10/27/12 10/27/12 CBS Evening News SaturM Sat 630-7p ----s-1 \$600.00 **CBS Evening News Saturday End Date** Weekdays Spots/Week Rating Start Date Rate

Print Date: 05/14/12 14:00:35 Page 3 of 4

WUSA

Order / Rev:

683502

10/22/12 - 10/28/12

Advertiser:

Kaine,T/D/Sen/VA

Att Order #: Flight Dates: 06142974

Product Desc: KAINE FOR SENATE

Estimate:

11103

En Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 17 WUSA 10/27	/12 10/27/12	CBS Evening New CBS Evening New		Sat 630-7p	S-	:30	1	\$600.00P-3	0.00 NM	1	\$600.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	-	Spots/Week	<u>Rate</u> \$600.00	Rating 0.00						
E 18 WUSA 10/28		CBS Evening New CBS Evening New		6-630P	S	:30	1	\$600.00P-3	0.00 NM	1	\$600.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	•	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
E 19 WUSA 10/28	/12 10/28/12	9 News @ 630p St 9 News @ 630PM		630-7P	s	:30	1	\$400.00P-3	0.00 NM	1	\$400.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
E 20 WUSA 10/22	/12 10/26/12	Entertainment Ton Entertainment Ton	•	730-8P	M-WTF	:30	4	\$800.00P-3	0.00 NM	4	\$3,200.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> M-WTF	Spots/Week 4	<u>Rate</u> \$800.00	Rating 0.00						
E 21 WUSA 10/22	/12 10/22/12	Mon Prime B Two and Half Men	CM /Mike and Mo	9-10P	M	:30	1 \$	512,000.00P-2	0.00 NM	1	\$12,000.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$12,000.00	Rating 0.00						
E 22 WUSA 10/23	/12 10/23/12	Tue Prime B NCIS: Los Angele	CM s	9-10P	-T	:30	1\$	514,000.00P-2	0.00 NM	1	\$14,000.00
<u>Start Date</u> Week: 10/22/12	<u>End Date</u> 10/28/12	Weekdays -T	Spots/Week 1	<u>Rate</u> \$14,000.00	Rating 0.00						
E 23 WUSA 10/24	/12 10/24/12	Wed Prime C CSI: Crime Scene	CM	10-11P	W 1:00 PM)	:30	1	\$7,000.00P-2	0.00 NM	1	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/22/12 E 24 WUSA 10/25	10/28/12	Thu Prime R	CM	\$7,000.00 9-10P	0.00 T	:30	1 9	310,000.00P-2	0.00 NM	1	\$10,000.00
E 24 4400A 10/25	112 10/25/12	Person of Interest	OW	5-10F	,	.30	1 4	710,000.007-2	0.00 14141	'	\$10,000.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$10,000.00	Rating 0.00						
E 25 WUSA 10/26	/12 10/26/12	Fri Prime C Blue Bloods	СМ	10-11P	F	:30	1	\$2,800.00P-3	0.00 NM	1	\$2,800.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	Weekdays	Spots/Week 1	<u>Rate</u> \$2,800.00	Rating 0.00						
E 26 WUSA 10/27	/12 10/27/12	Sat Prime B Crimetime Saturda	CM	9-10P	S-	:30	1	\$1,200.00P-3	0.00 NM	1	\$1,200.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12		Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00						
E 27 WUSA 10/28		Sun Prime D CSI Miami	СМ	10-11P (10:00 PM-11	s	:30	1	\$7,000.00P-2	0.00 NM	1	\$7,000.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays S	Spots/Week 1	Rate \$7,000.00	Rating 0.00						
E 28 WUSA 10/22	/12 10/26/12	9 News @ 11p 9 News @ 11p	СМ	M-Su 11-113	35p MTWTF	:30	8	\$2,500.00P-2	0.00 NM	8	\$20,000.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	Weekdays MTWTF	Spots/Week 8	<u>Rate</u> \$2,500.00	Rating 0.00						
E 29 WUSA 10/27	/12 10/27/12	9 News @ 11p 9 News @ 11p	СМ	M-Su 11-113	35pS-	:30	1	\$2,500.00P-2	0.00 NM	1	\$2,500.00
Start Date Week: 10/22/12	10/28/12	S-	Spots/Week 1	<u>Rate</u> \$2,500.00	Rating 0.00				_		
E 30 WUSA 10/28	/12 10/28/12	9 News @ 11p 9 News @ 11p	СМ	M-Su 11-113	35pS	:30	1	\$2,500.00P-2	0.00 NM	1	\$2,500.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$2,500.00	Rating 0.00						
E 31 WUSA 10/22		Letterman Late Night with Da	CM	1135P-1237/		:30	3	\$400.00P-3	0.00 NM	3	\$1,200.00
Start Date	End Date	-	Spots/Week	Rate	Rating						

Print Date: 05/14/12 14:00:35 Page 4 of 4

 Order / Rev:
 683502
 Advertiser:
 Kaine,T/D/Sen/VA

 Alt Order #:
 06142974
 Product Desc:
 KAINE FOR SENATE
 WUSA

 Flight Dates:
 10/22/12 - 10/28/12
 Estimate:
 11103

Ln Ch Start End	Inventory Code	Break Start	/End Time Days	Len Spots	Rate Pri	Rtg Type S	pots	Amount
E 31 WUSA 10/22/12 10/25/	2 Letterman	CM 1135P	-1237A MT-T	:30 3	\$400.00P-3	0.00 NM	3	\$1,200.00
	Late Night with David	Letterman						
Start Date End Da	<u>e Weekdays Spo</u>	ots/Week R	ate Rating					
Week: 10/22/12 10/28/1	MT-T	3 \$400	0.00 0.00					
E 32 WUSA 10/27/12 10/27/	12 LF 1135p-1235a	CM 1135P	-1235AS-	:30 1	\$225.00P-3	0.00 NM	1	\$225.00
	Criminal Minds							
Start Date End Da	<u>e Weekdays Spo</u>	ots/Week R	ate Rating					
Week: 10/22/12 10/28/1	S-	1 \$225	0.00					

Totals 83 \$129,750.00

MAY14/12 13.31 *** WUSA-TV *** MEDIA STRATEGIES & RESEARCH מ - RACHAEL BEALE POLI/T KAINE/D/SEN/VA D/P REC# WASHINGTON, NSI FAX# 703 528 7880 SENATE CODE 17/RTG SVC AARON ASHE FROM REP FOR CO-OP KEY 58/CITY 10/BILL 16/BYR 9/AREA KAINE DATE CREDIT RISK !!! HARRIS RPT. MO-SU EST#*** 64/ACON 4/SISP# 14/ORDER TYPE 57/CO-OP TYPE 2/ADVERTISER# TAX AGENCY CARD 21/BILL WK 7800 1/AGENCY# 59/STATE 11/RATE 3/PROD# 63/PCON 20/EOS S/REP# REP: TEL# 703 528 BIAS# CREDIT ADVISORY: ORDER WORKSHEET WK-1 END DATE-OCT28/12 318 MASSACHUSETTS AVE, NE 20002 *** ORIGINAL REV#0 *** WASHINGTON, DC START DATE-OCT22/12 REF HEADLINE# \$142974 PARTIAL LINE/S ADDRESS AGENCY LINE/S ORDER DELETE NEW ADD

**** THIS IS A CASH IN ADVANCE SCHEDULE PLS CFM, THX! 5/14 **NEW ORDER** TTLS:129750 FR: HILARY TO: LANCE CON CM REP:

TAX

KAINE FOR SENATE 2012

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6A NEWS

PROGRAM

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MAY14/12 13.31 *** WUSA-TV ***

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MAY14/12 13 *** WUSA-TV STS CD S STATION CD SC# SC# 0001 011 1. 12000.00 \$800.00 \$350.00 \$600.00 14000.00 \$600.00 10000.00 \$400.00 \$800.00 \$7,000.00 RATE SPOT FROM REP 18/ AGENCY CREDIT RISK !!!
HARRIS RPT. F SPT/WK Ŋ н Н Ч Н Н H Н PLAN PRICE 16/ 6 0 X 8 1/3 of the same of the CLS SEC 13/ 14/ PLAN ORDER WORKSHEET END 30 10/22 10/26 30 10/27 10/27 30 10/27 10/27 30 10/28 10/28 30 10/28 10/28 30 10/22 10/26 30 10/22 10/22 30 10/23 10/23 30 10/24 10/24 30 10/25 10/25 BEGIN DATE LNTH TIME PTRN 2.5 MEN/MIKE&MOLLY BEGIN END TIME TIME 1000P-1100P 900P-1000P 700P-730P 900P-1000P 600P-630P 630P-700P 900P-1000P PERSON INTEREST 600P-630P 630P-700P 730P-800P 630P NEWS CBS EVE NEWS CBS EVE NEWS SAT 6P NEWS NEWS NCIS LA SUN 719 CSI 瓦丁 PROGRAM : PROGRAM : PROGRAM : PROGRAM : M, W-F CD DAYS PROGRAM : PROGRAM Ľı Σ SAT SAT SUN PROGRAM SUN PROGRAM MOM TUE PROGRAM WED PROGRAM THU

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MAY14/12 13.31 *** WUSA-TV ***

REP: TEL# 703 528 /800 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET

WUSA 23% WTTG 21% WJLA 19% WRC MARKET TOTALS \$564,130

CABL 0%

WDCW 18

WDCA 18

3 2%

SVC- NSI DEMOS- RA35+*

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